



DURHAM | FIFTY
REGION | YEARS

Messaging that Matters

Building Successful Immigrant
Awareness Campaigns

Pathways to Prosperity
November 27, 2024



This place is the unceded and ancestral territory of the the x^wməθk^wəy^{əm} (Musqueam), Sk̓wx̓wú7mesh (Squamish), and səliłwətał (Tseil-Waututh) Nations, and has been stewarded by them since time immemorial.

The Region of Durham exists on lands that Indigenous peoples inhabited for thousands of years prior to European colonization. These lands are the traditional and treaty territories of the Nations covered under the Williams Treaties, including the Mississaugas of Scugog Island First Nation, Alderville First Nation, Hiawatha First Nation, Curve Lake First Nation, and the Chippewa Nations of Georgina Island, Beausoleil and Rama.

Roadmap for today

1. Why awareness campaigns
2. A bit about Durham
3. Building the campaigns
 1. Development
 2. Launch
 3. Results
4. Lessons learned

Context and need

Why this was necessary, what's happening in Durham, and what we hoped to achieve.



How often do you see news articles, stories, or media content about newcomers or immigration?

① Start presenting to display the poll results on this slide.



Is that content you see about immigration/newcomers mostly positive, negative, or a mix of both?

① Start presenting to display the poll results on this slide.

Why awareness campaigns?

As part of #WelcomingWeek2024, we're showcasing the resources we have available to newcomers in our community.

If you're new to Durham Region, visit our Newcomer Housing Journey Map to learn about securing a rental unit: <https://bit.ly/3Ai9UJ7>.



Majority of Canadians now
's too much immigration

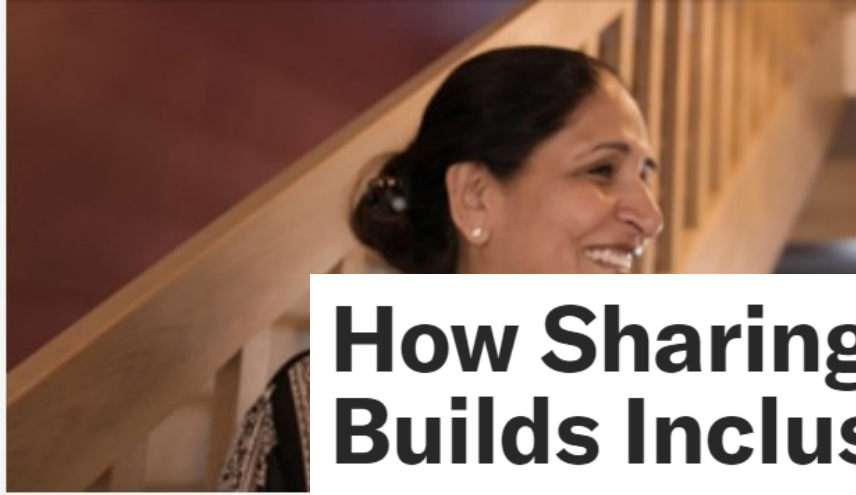
term tracking poll break with a quarter-century of results.

Canada's welcoming attitude toward

Some long-time residents of Durham Region are struggling to make ends meet and, as inflation rises, they find themselves increasingly unable to participate in the community they love. There is a perception that newcomers are enjoying more support and a better quality of life, sparking feelings of "jealousy" among long-time residents who feel left behind. This There is also discrimination towards newcomers by older immigrants, who feel that the new generation of newcomers is changing the culture that they worked very hard to integrate into.



**How do we counteract
these perceptions?**



How Sharing Our Stories Builds Inclusion

by Selena Rezvani and Stacey A. Gordon

[Fundraising for much-needed services in Sudbury](#)

[Investing in the next generation of Canadian business leaders](#)

Conversations with other immigrants have been healing for me. I wanted everyone to hear them

tirelessly to raise funds for what people need most in her home town of Sudbury.

donation to the University of Lethbridge's School of Business is the largest gift in its history.

Conversations with other immigrants have been healing for me. I wanted everyone to hear them



[Investing in the next generation of Canadian business leaders](#)

From refugee to real estate mogul, Bob Dhillon's \$10-million donation to the University of Lethbridge's School of Business is the largest gift in its history.



[Fundraising for much-needed services in Sudbury](#)

Inspired by her mother's example, Bela Ravi works tirelessly to raise funds for what people need most in her home town of Sudbury.

How Sharing Our Stories Builds Inclusion

by Selena Rezvani and Stacey A. Gordon

1. **Welcoming Committees:** Establish a welcoming committee or buddy system where existing members help newcomers navigate the community, answer questions, and introduce them to others.
2. **Inclusive Events:** Organize events that encourage participation from all members, such as potlucks, game nights, or workshops. Ensure these events cater to diverse interests and backgrounds.
3. **Open Communication:** Create open channels for feedback and suggestions. Encourage newcomers to share their thoughts and involve them in decision-making processes.
4. **Mentorship Programs:** Pair newcomers with mentors who can guide them, provide support, and help them build connections within the community.
5. **Highlight Stories:** Share success stories and testimonials from existing members about their experiences in the community, emphasizing the support and friendships they've gained.



POPULATION



753,090

Estimated Population
(As of year-end 2023)

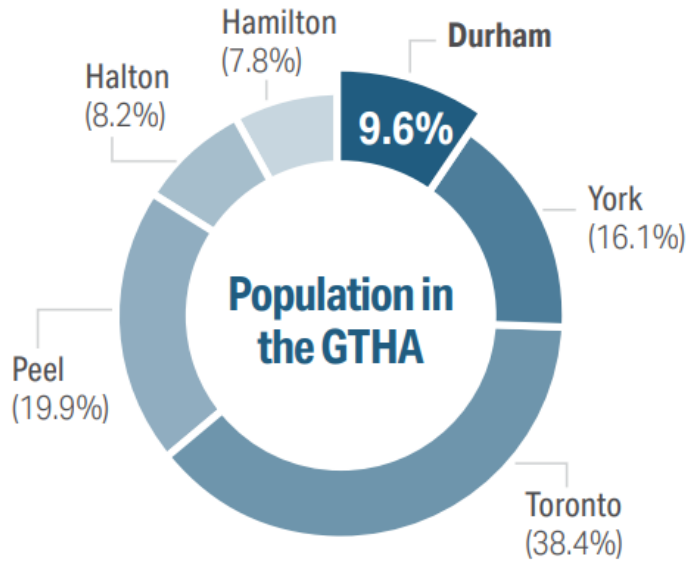
696,992

2021 Census

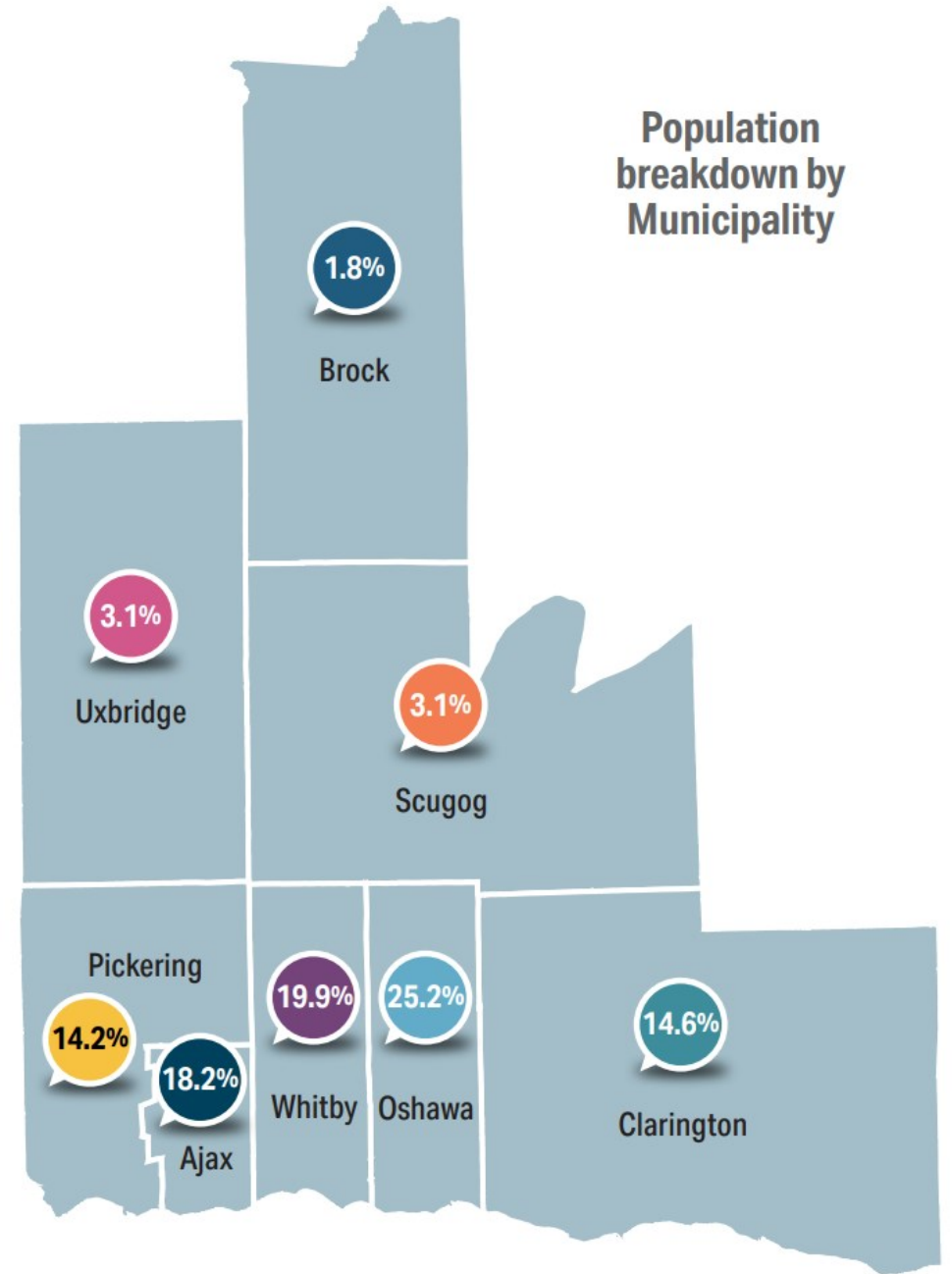


2.7%

Average annual
population increase,
(2016-2021)

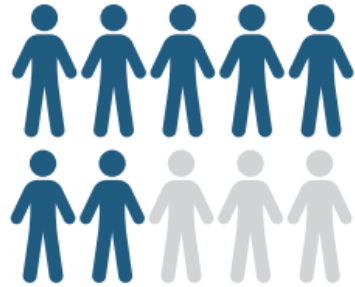


Population breakdown by Municipality

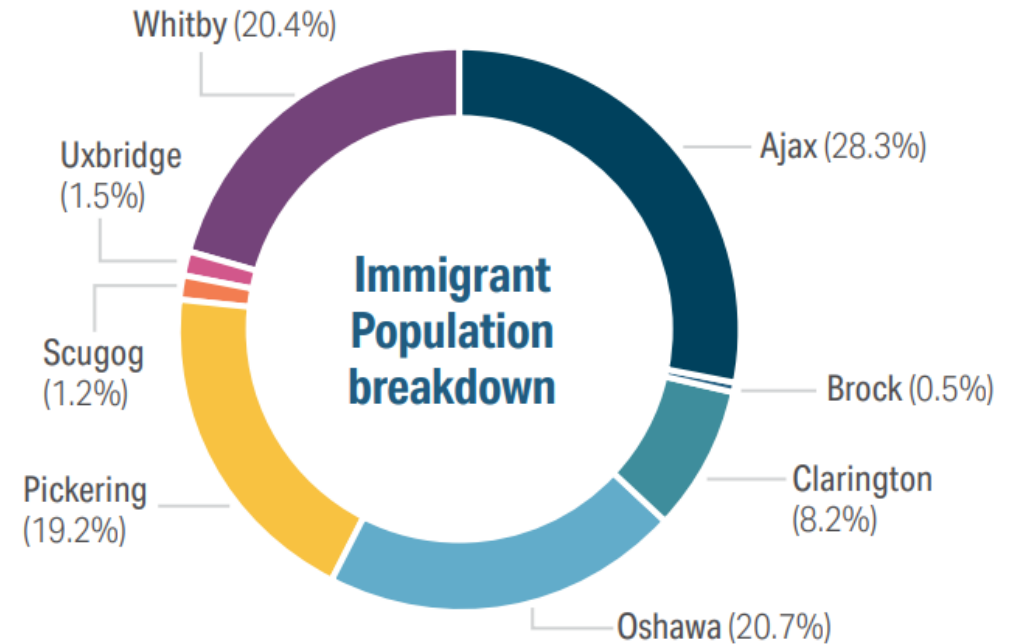




1 in 4
residents in
Durham are
immigrants
(26.8%)



7 in 10 new
residents moving
into Durham in the
last 5 years are
immigrants

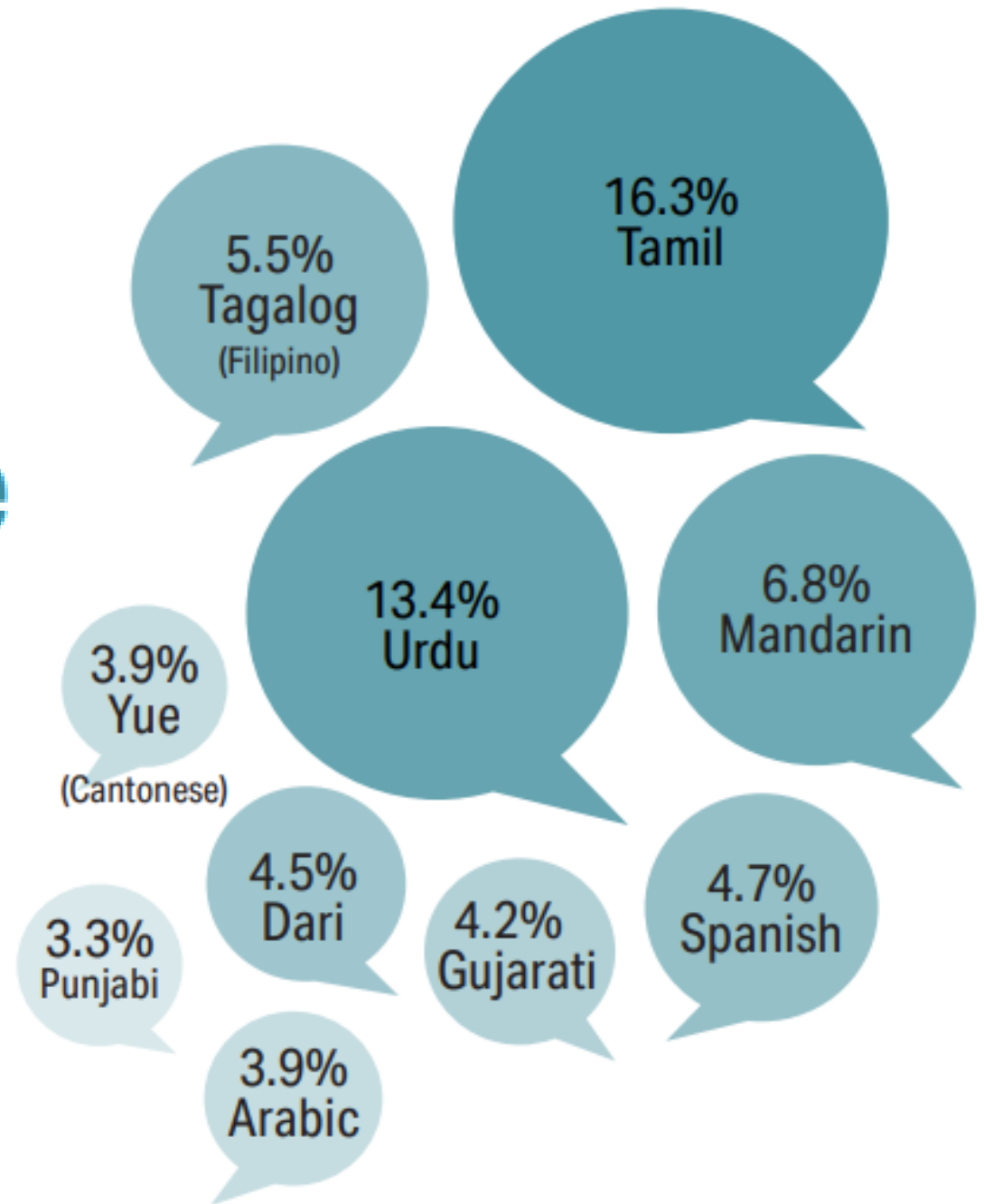


A Look at Durham

Place of Birth	2021	2016
India	33.9%	14%
Pakistan	6.6%	9.9%
Philippines	6%	11.4%
China	5.4%	6.4%
Nigeria	4.8%	1.4%

A Look at Durham

Languages spoken most often at home other than English



A Look at Durham: Immigrant outcomes

Based on a study commissioned by the Durham Local Immigration Partnership, immigrants in Durham have promising economic outcomes.



Close to 30% of immigrants to Durham have a bachelor's degree or higher.

This is consistent with findings from the 2021 Census.



Year after year during a ten-year period, there is a steady increase in immigrants' median income.

The largest jump in earnings seems to occur three years after arrival, with more substantial gains in income happening 3-5 years after landing.



Durham has a large number of immigrant entrepreneurs.

Between 2008 and 2018, Durham's share of immigrants with self-employment more than doubled, from 5,415 to 11,310 individuals.

Overview of DLIP

- Established in 2009.
- Over 140 Durham LIP community partners representing a broad cross-sector of sectors and systems.
- 5 primary settlement partners: Afghan Women Organization, Ajax Welcome Centre - Community Development Council of Durham (CDCD), Pickering Welcome Centre - Durham Region Unemployed Help Centre (DRUHC) and Conseil d'Organisme Francophone de la Région de Durham (COFRD), The Neighborhood Organisation (TNO)



Campaign background

What do you
hope to
achieve?

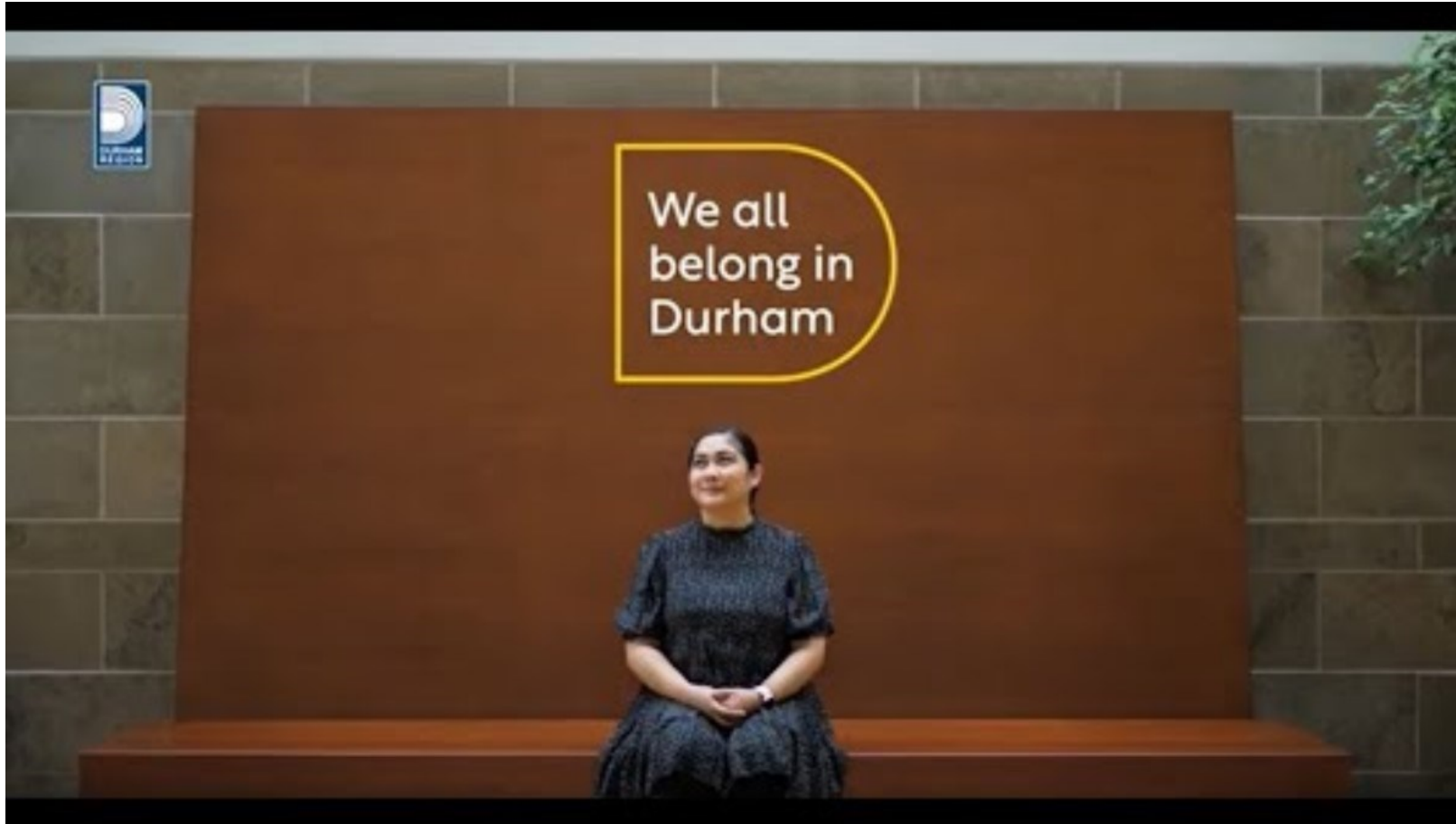
Durham is Home

- **Raise awareness** about Durham's growing newcomer population.
- **Inform** audiences of the value that newcomers and diverse populations bring to Durham.

What would you
like to say?

- **Durham is home** to people from all walks of life.
- Immigrants are **educated, skilled and talented.**
- We all **have a role to play** in building inclusive communities.

First campaign: Durham Is Our Home



Campaign background

Durham is Home

Durham Is More

What do you hope to achieve?

- **Raise awareness** about Durham's growing newcomer population
- **Inform** audiences of the value that newcomers and diverse populations bring to Durham

- **Showcase** local immigrant entrepreneurs and their contributions to community
- **Inform** newcomers and residents of supports for aspiring business owners

What would you like to say?

- **Durham is home** to people from all walks of life.
- Immigrants are **educated, skilled and talented.**
- We all **have a role to play** in building inclusive communities.

- Immigrant entrepreneurs **contribute to Durham's economic growth and prosperity.**
- Immigration continues to be a crucial pillar of **developing Canada's workforce.**
- Supports are available for **aspiring business owners** in Durham.

Second campaign: Durham Is More



Campaign Development Process

*Who was involved, what informed the campaign,
and what was the creative process behind it.*

Campaign development

Who would you like to reach?

Durham is Home

Durham Is More

- Residents
- Staff
- Media
- Elected officials
- Community members

When would you like to launch?

Consider days of significance relevant to your campaign:

MARCH International Day for the Elimination of Racial Discrimination

JUNE World Refugee Day

SEPTEMBER Welcoming Week

DECEMBER International Migrants Day

Paid social media advertising

Reach an audience outside your followers.

Transit advertising

Reaches a large audience that is sometimes idle.

Papers/Digital Papers

Newspapers have large distribution lists, but to reach all of our communities it is \$\$\$
Digital advertising options have more affordable options, trackable reach and results.

Radio

Idle audience, quick way of sharing key messages.

Reaching Our audience

Social Media

Free, but its reach is based on algorithms, who follows you.

News Release

Distributed to the media, community partners, local elected officials, subscribers.

Website

Landing page for call to action.
Place to house video, and additional information.

Community Partners

Posters, Digital communications toolkit (social media messages, newsletter content, digital screens)

Campaign development

Durham is Home

Durham Is More

How can you deliver a good story?

- Make it matter to your target audience – why should they care?
- Keep it simple

How can you make it local?

- Engaged members of the **Newcomer Advisory Table**, one of the DLIP's working groups to star in the video
- Provided honorariums for their time and willingness to share stories

- Engaged **local organizations who help support newcomer businesses**:
 - CDCD (Settlement Service Provider)
 - Business Advisory Centre Durham (Small Business Centre)
 - Brilliant Catalyst (Tech incubator at Ontario Tech University)
 - Spark Centre (business incubator)

Building the campaign identity

Consistent message and design

- Campaign Headline
- Sub-headline
- Consistent and identifiable visual elements

Durham is Home

We all
belong in
Durham

Join us in building an
inclusive community
where everyone feels
welcomed and that
they belong.



#DurhamIsOurHome

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 Immigration, Refugees
and Citizenship Canada

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et Citoyenneté Canada



durham.ca/OurHome



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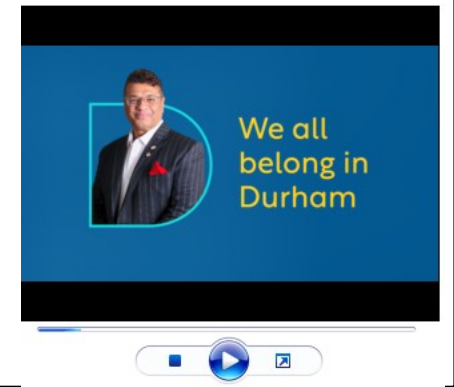
durham.ca/OurHome



Poster format



Animated GIF



Bus ads or web banners



Social media






Durham is more inspiring

Immigrant entrepreneurs bring fresh insights and economic opportunities that enrich our communities.

Visit durham.ca/OurHome to learn about Gilles' story.

Funded by / Financé par:





Durham is more ambitious

Immigrant entrepreneurs bring fresh insights and economic opportunities that enrich our communities.

Visit durham.ca/OurHome to learn about Sharmaine and Abralin's story.

Funded by / Financé par:



Durham is more

Visit durham.ca/OurHome to learn about the stories of newcomer entrepreneurs in Durham.

Funded by / Financé par:



Immigration, Refugees and Citizenship Canada

Immigration, Réfugiés et Citoyenneté Canada



Campaign development

Who do you
need on your
team?

PROJECT LEADS

- Immigration and settlement lead
- Communications and marketing lead

GRAPHIC DESIGNER


- Design “brand identity”
- Develop all media materials

VIDEOGRAPHER

- Full production process (video concept, shooting, editing)

Durham is more ambitious

Visit durham.ca/OurHome to learn more about Sharmaine and Abralin's story.




Durham is more innovative

Visit durham.ca/OurHome to learn more about Joel's story.



Durham is more inspiring

Visit durham.ca/OurHome to learn more about Gilles' story.



Funded by / Financé par :



Funded by / Financé par :



Funded by / Financé par :




Durham is more responsible

Visit durham.ca/OurHome to learn more about Varsha's story.




Durham is more determined

Visit durham.ca/OurHome to learn more about Benazir's story.



Durham is more sustainable

Visit durham.ca/OurHome to learn more about Ahmed's story.



Funded by / Financé par :



Funded by / Financé par :



Funded by / Financé par :



Durham is More

Implementation and outreach

How was the video shared and what engagement tactics were used.

Campaign development

What's the budget?

Durham is Home		Durham Is More	
TOTAL: \$37,100 (FY 2022-23 and 2023-24)		TOTAL: \$25,000 (FY 2024-25)	
PRODUCTION			
Graphic designer	\$13,000	Graphic designer	\$10,000
Videographer	\$5,000	Videographer	\$5,000
Honorariums	\$3,500		
PROMOTION			
Print ads	\$11,000	Durham Region website takeover	\$2,500
Social media	\$2,000	Social media	\$2,500
Landing page launch and news release	Free	Landing page launch and news release	Free
Transit ads	\$3,100	Transit ads	\$3,000
Posters	\$1,500	Paid ads on streaming platforms	\$2,000
Radio ads	\$1,500		

Measuring success

How did we do?!

Recall....

What do you
hope to achieve?

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- **Raise awareness** about Durham's growing newcomer population
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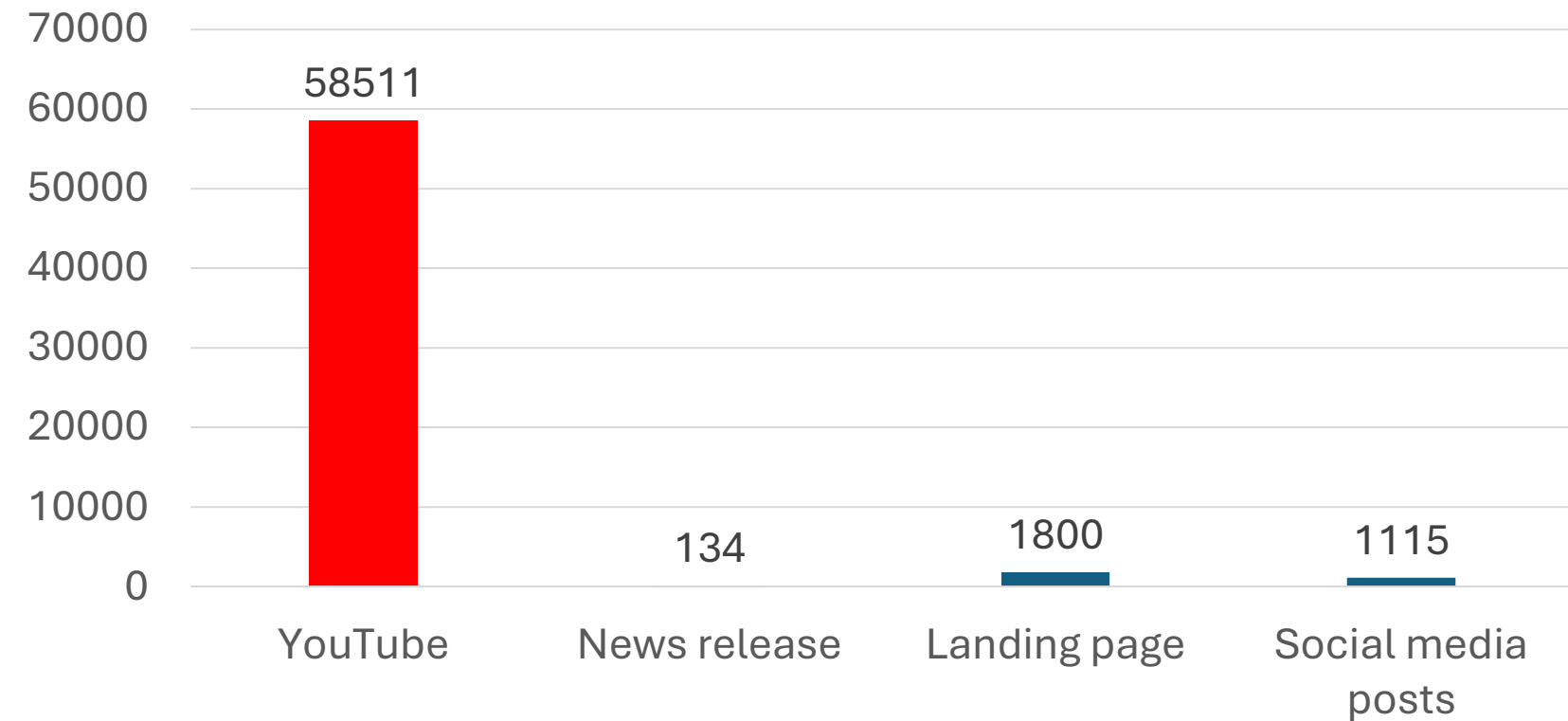
Durham Is More

- **Showcase** local immigrant entrepreneurs and their contributions to community
- **Inform** newcomers and residents of supports for aspiring business owners

Measuring success

Durham is Home

Views by tactic



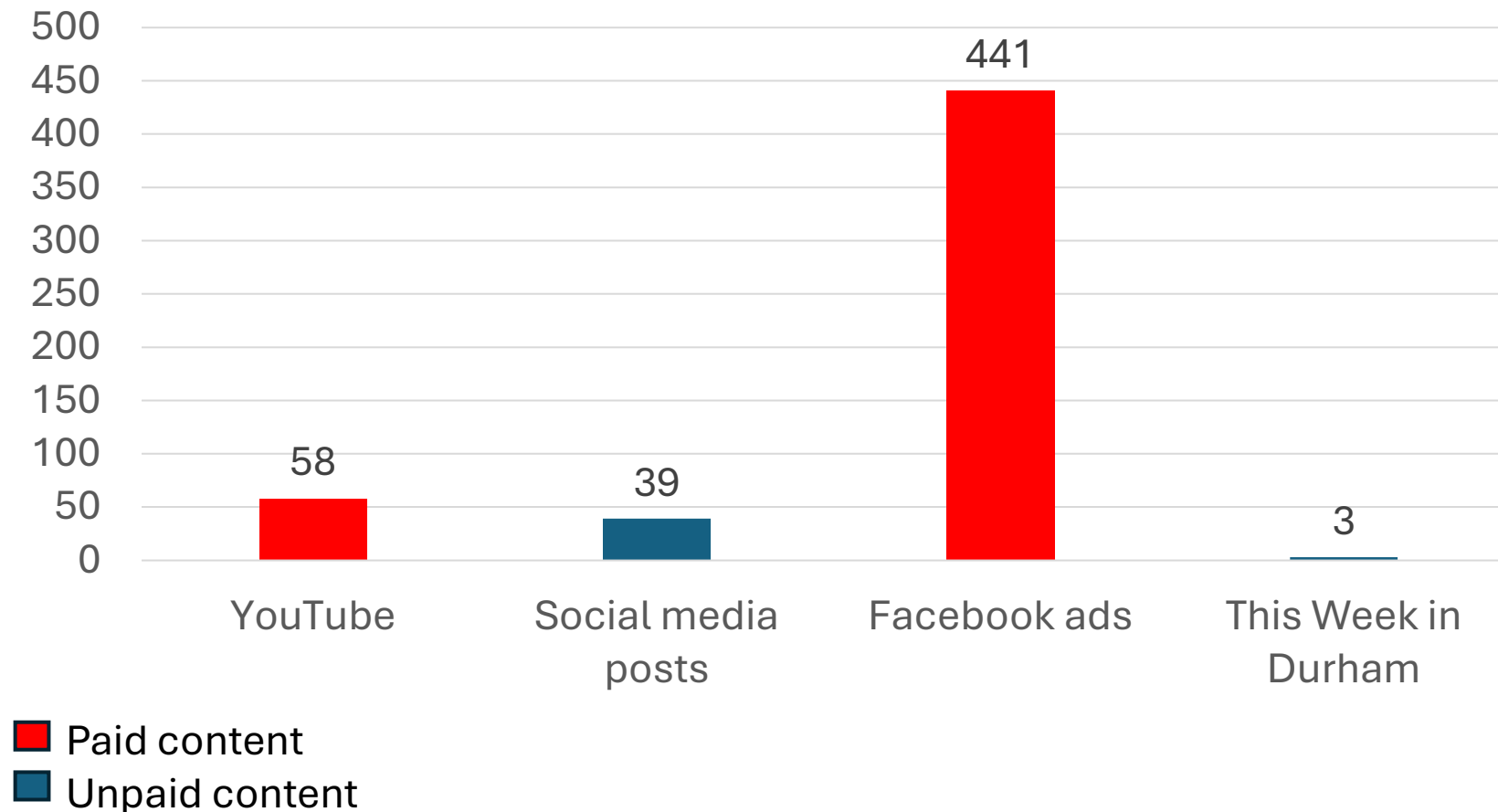
Not pictured:
239,655
“awareness
drivers”
through
Metroland

- Paid content
- Unpaid content

Measuring success

Durham is Home

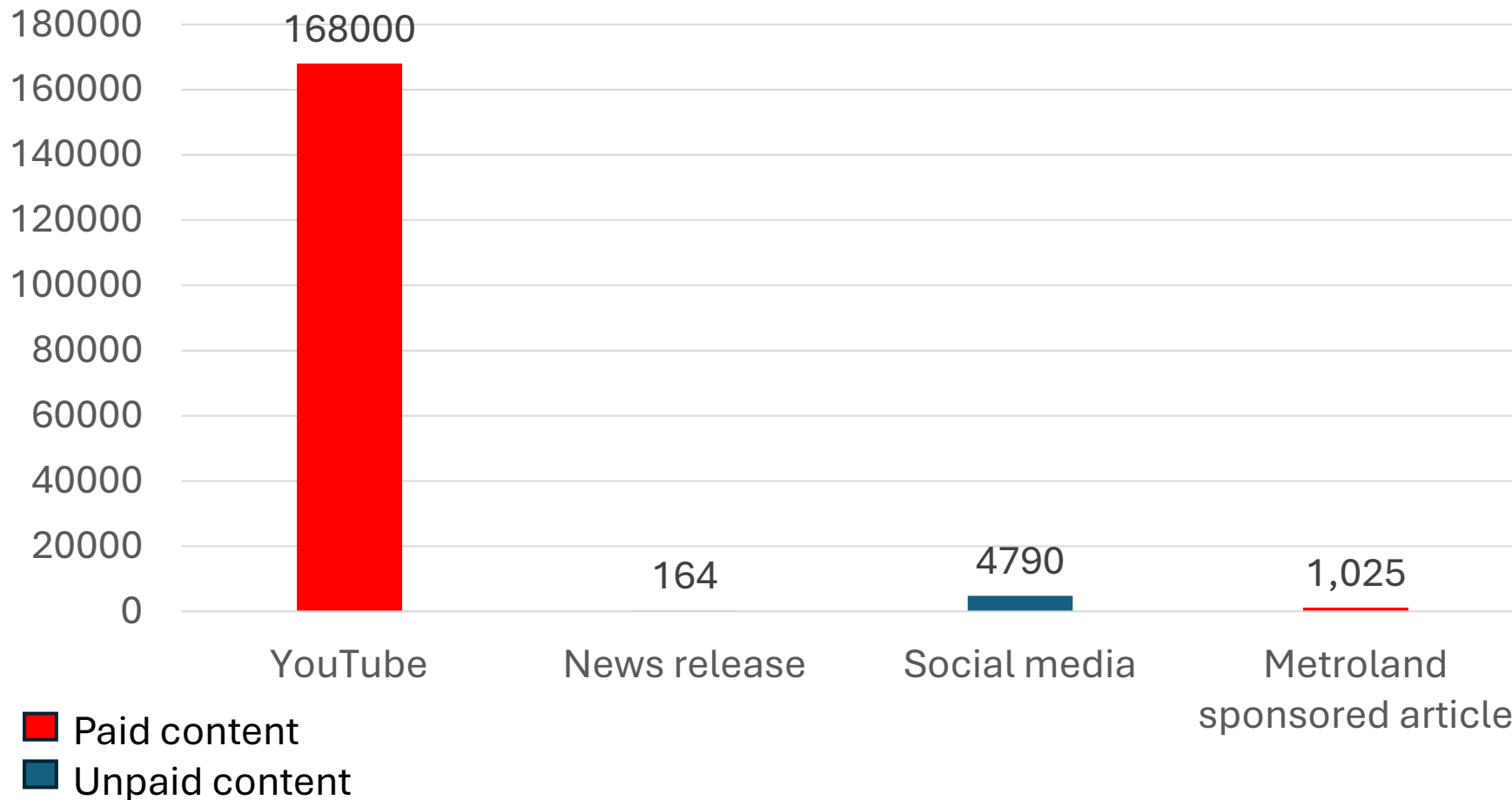
Link clicks by tactic



Measuring success

Durham is More

Views by tactic

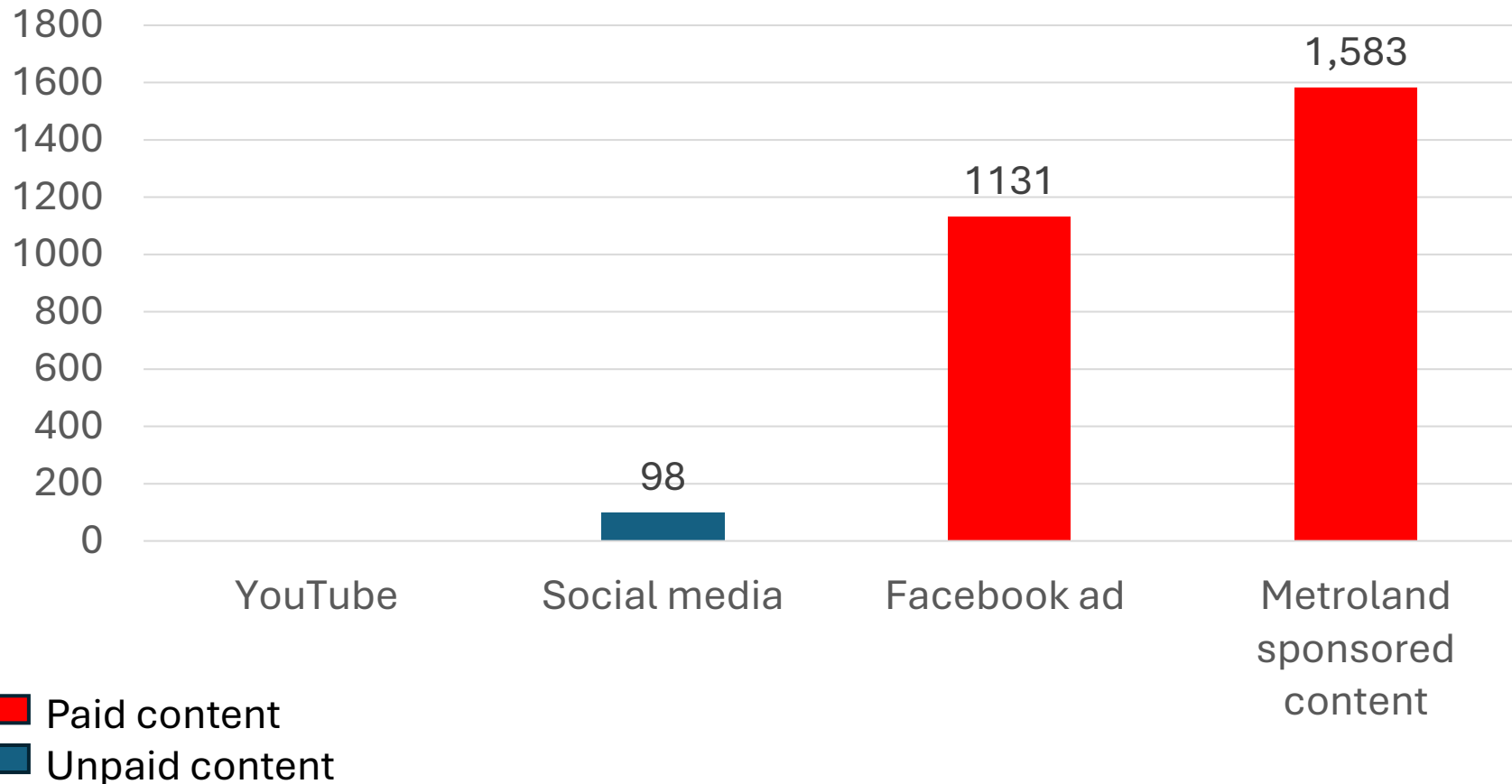


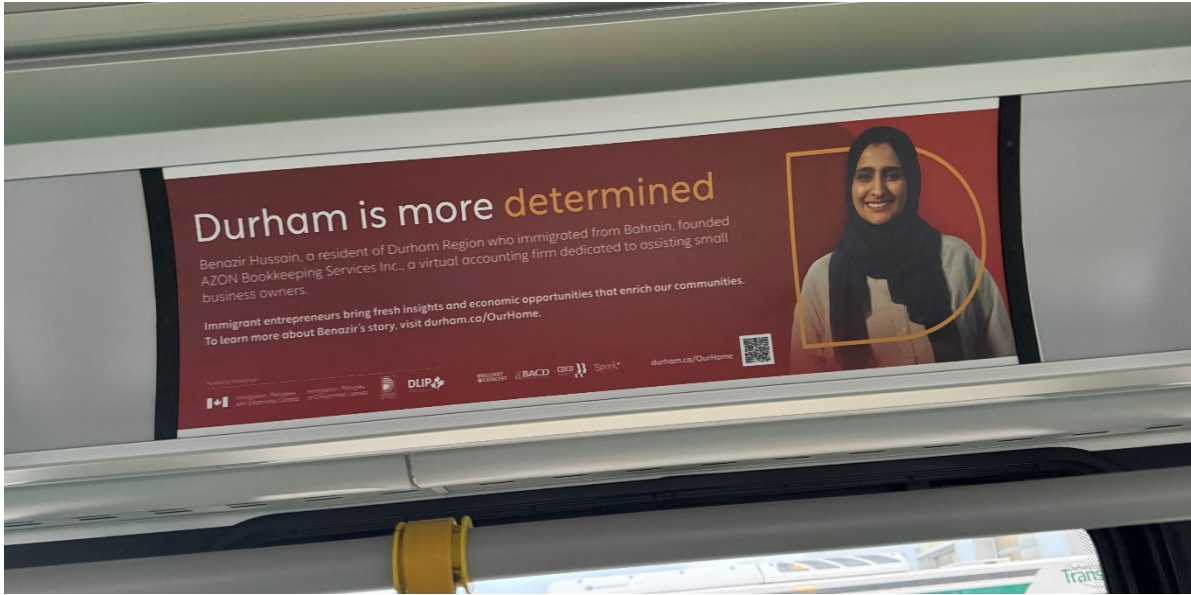
Not pictured:
396,241
“awareness
drivers”
through
Metroland

Measuring success

Durham is More

Link clicks





Durham Is More campaign celebrates newcomer entrepreneurs and their contributions to the region

Share

Posted on Monday, March 11, 2024

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Whitby, Ontario – Today, the Region of Durham, with support from Immigration, Refugees and Citizenship Canada, is pleased to launch the Durham Is More initiative, an extension of the Durham Is Our Home campaign that was launched in 2022.

Durham Is More showcases the valuable contributions of immigrant entrepreneurs that make Durham Region more innovative, sustainable, inspiring; and how they are contributing to our local economy, creating jobs, bringing new products to market and addressing critical skills gaps.

To highlight the valuable contributions that immigrant entrepreneurs make to the Durham Region economy, a video was created that showcases seven local entrepreneurs from different industries and businesses; sharing their stories of how they began their entrepreneurship journey and why Durham is More because of local businesses. The video can be viewed by visiting durham.ca/OurHome.





The Regional Municipality of Durham

Sponsored · 🌐



#DurhamRegion is filled with talented immigrant entrepreneurs who bring fresh insights, diverse perspectives and innovative products and services that enrich our communities. 🌟 Watch the inspiring video, #DurhamIsMore, showcasing their stories.



durham.ca

Durham Is More

Learn more



Like



Comment



Share

Durham Is More campaign celebrates newcomer entrepreneurs and their contributions to the region

A A A | 🖨️ | ➦ Share

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Future directions

Sustaining momentum, lessons learned, and expanding the campaign.

Insights – Development

- Plan ahead ahead ahead
- Coordination between videographer and graphic designer is critical
- First 30 seconds of video is most important
 - For social media: first 10-15 seconds
- Nail down key messages right away and find one that resonates

Insights – Launch

- Explore other media channels – i.e. Cineplex video ads
- Spend more time discussing paid tactics when developing campaign

Insights – Tactics

- Digital channel spend goes a long way
 - Paid YouTube ads generates widest exposure
 - Facebook ads and sponsored articles generate highest click throughs
- “Ideal” medium and tactic will depend on your campaign goal



Q&A



Thank you!

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